February 2015 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 5.3% statewide in February 2015 from February 2014.
  - US occupancy increased 3.2% in February 2015 from February 2014.
  - South Atlantic states occupancy increased 4.3% in February 2015 from February 2014.

- February 2015 room rates (ADR) in North Carolina were up 4.2%.
  - Room rates in the US increased 4.7% from February 2014.
  - Room rates in the South Atlantic states increased 6.1% from February 2014.

- Statewide, RevPAR was up 9.7% from February of 2014.
  - US RevPAR increased 8.0% from February 2014.
  - South Atlantic RevPAR increased 10.7% from February 2014.

- Room Supply increased by 0.5% in the state from February 2014 to February 2015.
  - US room supply increased 1.0% in February 2015
  - South Atlantic room supply was up 1.0% from February 2014 to February 2015.

- Room Demand increased 5.8% in the state from February 2014 to February 2015.
  - Room demand in the US increased 4.3% in February 2015 from February 2014.
  - Room demand in the South Atlantic increased 5.3% in February 2015 from February 2014.

- North Carolina room revenues increased 10.2% in February 2015.
  - Room revenues in the US increased 9.1% from February 2014 to February 2015.
  - Room revenues in the South Atlantic increased 11.8% from February 2014 to February 2015.

Regional
- Six of the eight prosperity zones of the state showed increases in occupancy rates for February 2015 from February 2014, particularly the Western (+10.8%), Southwest (+9.4%) and Northwest (+9.0%) regions.
  - Western Region +10.8%
  - Northwest Region +9.0%
  - Southwest Region +9.4%
  - Piedmont Triad Region +1.6%
  - North Central Region +5.3%
  - Sandhills Region -0.8%
  - Northeast Region +3.1%
  - Southeast Region -1.5%

- Six of the eight zones experienced increased ADR in February 2015 from February 2014. ADR in the Southwest Region had the largest increase (6.6%) from last February, followed by the Western Region (+5.7%).
  - Western Region +5.7%
  - Northwest Region +0.3%
  - Southwest Region +6.6%
  - Piedmont Triad Region +1.4%
  - North Central Region +4.1%
  - Sandhills Region -0.4%
  - Northeast Region +4.3%
  - Southeast Region -1.1%

- RevPAR was up in six of the eight prosperity zones of the state for February 2015 from February 2014. The Western and Southwestern regions experienced double-digit growth.
  - Western Region +17.1%
  - Northwest Region +9.3%
  - Southwest Region +16.7%
  - Piedmont Triad Region +3.0%
  - North Central Region +9.6%
  - Sandhills Region -1.1%
  - Northeast Region +7.5%
  - Southeast Region -2.6%

- Room Supply was up in six of the eight of the prosperity zones of the state for February 2015 from February 2014, particularly in the Northwest Region.
  - Western Region -1.4%
  - Northwest Region +3.1%
  - Southwest Region +0.3%
  - Piedmont Triad Region +0.2%
  - North Central Region +0.9%
  - Sandhills Region +0.8%
  - Northeast Region 0.0%
  - Southeast Region +1.2%

- Room Demand was up in six of the prosperity zones of the state for February 2015 from 2014. The Northwest Region in particular had significant growth in demand, with more than 12 percent growth, followed by the Southwest (+9.8%) and Western (+9.3%) regions.
  - Western Region +9.3%
  - Northwest Region +12.4%
  - Southwest Region +9.8%
  - Piedmont Triad Region +1.8%
  - North Central Region +6.2%
  - Sandhills Region 0.0%
  - Northeast Region +3.1%
  - Southeast Region -0.3%

- Room Revenues were up in six of the prosperity zones of the state for February 2015 from 2014. The Southwest, Western, Northwest and North Central regions had double-digit revenue growth.
  - Western Region +15.5%
  - Northwest Region +12.8%
  - Southwest Region +17.0%
  - Piedmont Triad Region +3.2%
  - North Central Region +10.6%
  - Sandhills Region -0.4%
  - Northeast Region +7.5%
  - Southeast Region -1.4%
Year-To-Date (through February 2015) Lodging Report
Statewide & Competitive State Comparison

- **Regional**
  - **Occupancy** in each of the eight prosperity zones of the state is up year-to-date (through February).
    - Western Region +12.2%
    - Northwest Region +5.5%
    - Southwest Region +6.7%
    - Sandhills Region +11.5%
    - Piedmont Triad Region +5.1%
    - North Central Region +5.0%
    - Sandhills Region +1.1%
    - Northeast Region +7.2%
    - Southeast Region +3.9%

  - **ADR** in seven of the eight prosperity zones is up year-to-date through February. The Southeast Region ADR change from year-to-date 2014 is flat.
    - Western Region +6.3%
    - Northwest Region +1.5%
    - Southwest Region +5.1%
    - Piedmont Triad Region +3.7%
    - North Central Region +4.3%
    - Sandhills Region +1.1%
    - Northeast Region +4.7%
    - Southeast Region -0.1%

  - **RevPAR** is up year-to-date in each of the eight prosperity zones of the state. Three regions have double-digit growth year-to-date (Western, Southwest and Northeast).
    - Western Region +19.3%
    - Northwest Region +7.1%
    - Southwest Region +12.2%
    - Piedmont Triad Region +9.0%
    - North Central Region +9.5%
    - Sandhills Region +2.6%
    - Northeast Region +12.2%
    - Southeast Region +3.7%

  - **Room Supply** is up in five of the prosperity zones year-to-date through February.
    - Western Region -1.4%
    - Northwest Region +3.2%
    - Southwest Region +0.3%
    - Piedmont Triad Region -0.2%
    - North Central Region +0.9%
    - Sandhills Region +0.8%
    - Northeast Region 0.0%
    - Southeast Region +1.7%

  - **Room Demand** is up each of the prosperity zones of the state year-to-date through February, particularly in the Western Region.
    - Western Region +10.6%
    - Northwest Region +8.9%
    - Southwest Region +7.1%
    - Piedmont Triad Region +4.9%
    - North Central Region +5.9%
    - Sandhills Region +2.3%
    - Northeast Region +7.2%
    - Southeast Region +5.6%

  - **Room Revenues** are up in each of the prosperity zones year-to-date through February. Revenues in four of the regions are up more than ten percent.
    - Western Region +17.6%
    - Northwest Region +10.6%
    - Southwest Region +12.5%
    - Piedmont Triad Region +8.8%
    - North Central Region +10.5%
    - Sandhills Region +3.4%
    - Northeast Region +12.2%
    - Southeast Region +5.5%

- Statewide, RevPAR is up 10.3% year-to-date.
  - Nationally, RevPAR is also up 8.3% in 2015 from 2014.
  - The South Atlantic states RevPAR is up 11.0% in 2015 from 2014.

- **Room Supply** is up 0.4% in the state year-to-date.
  - Nationally, room supply is also up 1.0% in 2015 from 2014.
  - The South Atlantic states room supply is up 1.0% in 2015 from 2014.

- **Room Demand** is up 6.4% in the state year-to-date.
  - Nationally, room demand is also up 4.7% in 2015 from 2014.
  - The South Atlantic states room demand is up 6.0% in 2015 from 2014.

- North Carolina room revenues are up 10.7% year-to-date.
  - Nationally, room revenues are also up 9.4% in 2015 from 2014.
  - The South Atlantic states room revenues are up 12.2% in 2015 from 2014.
North Carolina Prosperity Zones

Western Region - Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, Polk, Rutherford, Swain, Transylvania

Northwest Region - Allegany, Ashe, Alexander, Avery, Burke, Caldwell, Catawba, McDowell, Mitchell, Watauga, Wilkes, Yancey

Southwest - Anson, Cabarrus, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, Stanly, Union

Piedmont-Triad (Central) - Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham, Stokes, Surry, Yadkin

North Central - Chatham, Durham, Franklin, Granville, Harnett, Johnston, Lee, Orange, Person, Vance, Wake, Warren

Sandhills (South Central) - Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson, Sampson, Scotland


Southeast - Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover, Onslow, Pamlico, Pender, Wayne